

1 **CLAIMS**

2 We claim as our invention:

- 1 1) A custom content presentation system through which users can influence presented
2 content, comprising:
 - 3 a client such as a PC, PMP, or other device capable of stimulating human senses
4 which is capable of receiving data from and conveying data to a server;
 - 5 a server which conveys, receives, and stores data;
 - 6 a content rating and information request system; and
 - 7 a server-based reporting tool.
- 1 2) The system of Claim 1 in which data stored by said server includes content, content
2 attributes, and content reviews.
- 1 3) The system of Claim 1 in which data conveyed from said server includes content and
2 content information.
- 1 4) The system of Claim 1 in which said client acts as a server, thereby providing
2 content-related information stored thereon to other devices.
- 1 5) The system of Claim 1 in which said content rating system allows a user to rate
2 content as or after it is experienced.
- 1 6) The system of Claim 1 in which said device has buttons or other interface elements
2 that allow a user to provide feedback concerning various content, enter preference
3 information, or otherwise interact with content or with a server.
- 1 7) The system of Claim 1 in which data conveyed from said server contains proprietary
2 or restricted content that is marked as such, and which said client may refuse to
3 process if certain restrictions are not met.
- 1 8) The system of Claim 1 in which said server conveys only data of interest to a user, as
2 determined by user feedback and user preferences.

- 1 9) The system of Claim 1 in which said information request system allows a user to
2 purchase or indicate a desire to purchase content before, during and after it is
3 experienced.
- 1 10) The system of Claim 1 in which user feedback and information requests are
2 immediately sent to a server through a wireless or wired communications medium.
- 1 11) The system of Claim 1 in which user feedback and information request are stored on
2 a device until said device can communicate with a server, at which time said feedback
3 and information requests are conveyed to a server.
- 1 12) The system of Claim 1 in which said reporting tool provides reports to content
2 authors, advertisers, and other interested parties which contain average content
3 ratings, content popularity indexes, content information requests, genre-based content
4 preferences, and other information derived from data stored in a server.
- 1 13) A method for individualized content distribution comprising the steps of:
 - 2 selecting content based on user preferences, content author or publisher
3 preferences;
 - 4 preparing said content, including the addition of ownership, authorship, and other
5 digital rights information, and content compression or encryption;
 - 6 conveying said content to a PMP, PC, or other device from which said content
7 may be experienced; and
 - 8 removing said content after a length of time, number of experiences, or other
9 event.
- 1 14) The method of Claim 13 wherein said user preferences are based on ratings gathered
2 substantially contemporaneous with a user's experiencing said content.
- 1 15) The method of Claim 13 wherein content preferences are entered by a user prior to
2 content selection, and where such preferences are modified as content is experienced
3 and user ratings are received.
- 1 16) The method of Claim 13 wherein said content includes advertisements which are
2 targeted at a particular individual or group of individuals based on content

3 preferences, frequency with which content is purchased through the present invention,
4 geographic region in which a user resides, or other demographic information.

1 17) The method of Claim 13 wherein said digital rights information may be used to
2 restrict access to content on an individual-by-individual, device-by-device, or group-
3 by-group basis.

1 18) The method of Claim 13 wherein said user preferences include the option to refuse
2 certain content types, such as advertisements or full-motion video, and content
3 genres.

1 19) The method of Claim 13 wherein said content compression includes down-sampling
2 content to reduce such content's file size or conveyance needs.

1 20) The method of Claim 13 wherein said conveyance may be achieved by a means set
2 forth in user preferences.

1 21) The method of Claim 13 wherein said content may be altered, such as resizing text or
2 graphical information, down-sampling audio or video files, or other alterations, to
3 match device capabilities or to meet user specifications.

1 22) The method of Claim 13 wherein said conveyance may be achieved by a means
2 appropriate to a specific device, such as wired or wireless communications or
3 removable media.

1 23) The method of Claim 13 wherein said content may be removed based on digital rights
2 management or other content attributes associated with a specific content.

3 24) The method of Claim 23 wherein said content removals are also controlled by user
4 preferences and user ratings such that popular content is maintained by a device, thus
5 reducing storage, conveyance, and related needs.

1 25) The method of Claim 13 wherein said content is conveyed from a server to a client by
2 transmitting said content as a continuous data stream.

1 26) The method of Claim 13 wherein said content is conveyed from a server to a client by
2 a server storing said content on removable media and transferring said media to a
3 client.

1 27) The method of Claim 13 wherein said content is conveyed from a server to a client by
2 transmitting said content as discrete files.

1 28) The method of Claim 13 wherein said content is conveyed from a server to a client as
2 a combination of discrete file transfers and streamed data.

1 29) A custom content presentation system through which users can influence presented
2 content, comprising:

3 a client such as a PC, PMP, or other device capable of stimulating human senses
4 which is capable of receiving data from and conveying data to a server;
5 a server which conveys, receives, and stores data;
6 a content rating and information request system; and
7 a server-based reporting tool;
8 wherein said server stores content, content attributes, and content reviews;
9 said server conveys some content information to a client along with said
10 content;
11 users experience said content through a device;
12 users rate content during or after such content is experienced;
13 users request information about or indicate a desire to purchase content as it is
14 experienced;
15 user ratings, information requests, and purchase requests are conveyed to a
16 server; and
17 said user ratings and requests are used to select additional content for a client,
18 and to generate usage statistics and other information for content creators.

1 30) A method for individualized content distribution comprising the steps of:

2 selecting content based on user preferences, content author or publisher
3 preferences;
4 preparing said content, including the addition of ownership, authorship, and other
5 digital rights information, and content compression or encryption;

6 conveying said content to a PMP, PC, or other device from which said content
7 may be experienced; and

8 removing said content after a length of time, number of experiences, or other
9 event;

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11 the method further comprising the steps of a user:

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13 specifying content preferences in a web page or other machine-readable
14 format;

15 said content selected based on such preferences;

16 selected content processed for conveyance and conveyed to a device;

17 said content experienced by said user;

18 said user rating said content;

19 all or a portion of said content at or above a certain rating level being
20 maintained on a device, while some portion of said content may be removed from a
21 device once said content has been experienced; and

22 content remaining on a device is only experienced after approval from a server,
23 content author, or content provider.

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